

Session 19-03, a Regular Meeting of the Library Advisory Board was called to order by Chair Jacque Peterson at 5:30 p.m. on April 2, 2019 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

PRESENT: BOARDMEMBERS PETERSON, SPRINGER, KUSZMAUL, FINN, MASSION

ABSENT: BOARDMEMBERS SCHMIDT, VERNON, AND STUDENT REPRESENTATIVE BENEDETTI (all excused)

STAFF: LIBRARY DIRECTOR DIXON
DEPUTY CITY CLERK TUSSEY

APPROVAL OF THE AGENDA

Chair Peterson asked for a motion to approve the agenda.

MASSION/KUSZMAUL MOVED TO APPROVE THE APRIL 2, 2019 LAB AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENT REGARDING ITEMS ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. Regular Meeting Minutes for March 5, 2019

Library Director Dixon noted on page two, fourth bullet-point, there was a typo (change “Technologist” to “Technology”).

Chair Peterson asked for a motion to approve the minutes.

MASSION/FINN MOVED TO APPROVE THE MARCH 5, 2019 REGULAR MEETING MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS/PRESENTATIONS

A. Andy Haas, Friends of the Homer Library – Presentation on Legacy Endowments & Identifying Super Donors

Andy Haas, Friends of the Homer Library board member and local attorney, provided his presentation on legacy endowments and identifying super donors. He noted his work with Terri Spigelmyer and Lindsay Wolter, local attorneys, to provide public Q&A sessions/presentations on wills, trusts, and other estate planning for the elderly, young families, and blended families.

Mr. Haas explained how they're getting individuals to follow up after the planning events: if you attend these events and then hire them for their estate planning services, they will donate 10% of their proceeds to the library; and if you make a meaningful estate contribution to the library in your will/trust, then the attorneys will discount their services to you by 10%. He also shared the issues they face when it comes to telling people, as their attorney, to donate their money to the library since they're also on the library boards; it's a conflict of interest. Therefore it's really up to the non-profits to encourage people to donate.

The board asked Mr. Haas questions such as: what should they as the Library Advisory Board be doing to encourage endowments, or how could they suggest this topic to City Council? Mr. Haas shared his opinion on how there should be talk about long term planning in terms of an institution's viability to have estate giving. He said that the Friends of the Homer Library is promoting estate planning in regards to library investing and that the LAB can share than information with City Council, even encourage them to attend the planning events.

There was discussion on money being left in wills to the library or donated directly, and the difference in restrictions between it having to be approved by City Council versus being donated to Friends of the Homer Library.

Mr. Haas shared a podcast about library/social infrastructure, prompting a discussion on library support in general.

Boardmember Finn volunteered to write a letter to the newspaper regarding the subject. Deputy City Clerk Tussey reminded the board that any correspondence that comes from the boardmembers as individuals is acceptable, but that formal communications or letters for support on behalf of the LAB should go through City Council. Boardmember Kuszmaul noted that reason is why the LAB should be careful on how they approach advocating for library donors/endowment funds, and take more time to gather additional information. Mr. Haas offered his expertise to the board if they had further questions.

REPORTS

- A. Library Director Report for April 2019
- i. 2019 Statistical Report – laydown
 - ii. 2018 Statistical Report

Library Director Dixon provided her report, noting and holding discussion on the following topics:

- Large amounts of hiring new library staff;
- Celebration of Lifelong Learning event and the Bi-annual Book/Plant Sale coming up;
- For National Library Week: having a jigsaw puzzle out for use and serving coffee/tea;

- Boardmember Massion distributing National Library Week bookmarks at the City Council meeting;
- Library art in storage: will be on the next Parks, Art, Recreation, and Culture Advisory Commission meeting agenda for evaluation, and ways the LAB can coordinate with PARCAC to ensure the art is handled in a way that all can agree with;
- Library statistics and ways to track electronic use of the library; use of library's online sources could be the reason for lower in-person attendance numbers.

B. Friends of the Homer Library
i. FHL Newsletter for March 2019

Chair Peterson shared information from the last FHL meeting she attended: the FHL board has asked that LAB members do not attend the meetings unless they are on their agenda. The FHL board meetings are meant for board members, not for all members or the public.

C. Library Director Hiring Committee Report

Chair Peterson reminded the board that director hiring is a confidential process, but she is able to share the number of applicants that were interviewed (three) and that the background check on the prospective applicant will be complete soon.

D. Federal Legislation Update – Verbal Report from Boardmember Finn

Boardmember Finn noted the ALA news article that was provided in the packet and gave a brief report on where the funding was at in the legislative process. Discussion ensued on ways to reach out to legislators for support, how Representative Don Young supported the library federal funding, and sharing the information with City Council. The board asked the Deputy City Clerk to define the allowances of boardmembers communicating with one another outside of the meeting regarding matters that are not LAB business.

There was brief discussion on library funding at the state level and ALA's priorities.

E. Community Survey Update – Verbal Report from Chair Peterson

Chair Peterson reported on her additional findings on conducting a community survey. She spoke with a couple different organizations, who all had different things to say (seemed more like they wanted to advise), but the only group that gave a real “nuts and bolts” on costs was Goldstream Group, Inc. The cost options they provided were:

- 1) Telephone survey – Random sampling of about 365 calls within our area, \$15,000 total including them helping us develop a survey and analyze the data;
- 2) Mail-outs/Ads – Postcards mailed out to about 1,000 people with a 30% return, follows up with reminder postcards, incentivizes participation with a gift card drawing, and backed by ads on Facebook and in the newspaper, \$8,000 total; and
- 3) Volunteers – Having volunteers set up at public places (such as special events or stores) with the caveat that it's considered a “convenience sample” since it's not considered random, \$5,000 total.

Ms. Peterson explained that if this project is something the LAB wants to pursue, then they would have to decide on what they want to do and formulate a presentation to the Mayor and City Council to request the funds needed for the survey.

PUBLIC HEARING

PENDING BUSINESS

NEW BUSINESS

A. Elections for LAB Chair & Vice Chair

Chair Peterson announced that she will be stepping down as Chair and asked for a motion to elect a new Chair.

FINN/MASSION MOVED TO ELECT MARCIA KUSZMAUL AS CHAIR.

Boardmember Kuszmaul voiced that she was not opposed to being Chair and is very interested in working with the new Library Director, supporting them and help the LAB.

VOTE: YES: MASSION, SPRINGER, KUSZMAUL, PETERSON, FINN

Motion carried.

There was a general consensus that Ms. Peterson would continue being Chair for the remainder of the meeting. Acting Chair Peterson opened the floor for nominations for Vice Chair.

MASSION/FINN MOVED TO ELECT EMILIE SPRINGER AS VICE CHAIR.

Boardmember Springer accepted the nomination.

VOTE: YES: SPRINGER, KUSZMAUL, PETERSON, FINN, MASSION

Motion carried.

INFORMATIONAL ITEMS

- A. ALA Press Release Re: Support for the Library Services & Technology Act
- B. Reappointment Confirmation for Boardmembers Finn, Kuszmaul, & Springer
- C. Appointment Confirmation for Robert "Gordy" Vernon
- D. Certificate of Recognition for Clark Fair
- E. Library Advisory Board Bylaws
- F. Boardmember Attendance at 2019 City Council Meetings

Acting Chair Peterson noted the informational items in the packet, acknowledging the new LAB member Gordy Vernon and recognition of Clark Fair. She asked the board if they had an opportunity to

review the new/adopted LAB Bylaws, which prompted a brief discussion on what an honorary member is, how it differentiates from a student representative, and who that may be.

There was discussion on Boardmember Massion attending upcoming City Council meetings, and any items/topics the board would like for him to share in the LAB report, such as the National Library Week and the Celebration of Lifelong Learning event.

COMMENTS OF THE AUDIENCE

COMMENTS OF THE CITY STAFF

Library Director Dixon said it was a pleasure working with the board and feels she is leaving the LAB in good hands and with confidence.

Deputy City Clerk Tussey had no comments.

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Acting Chair Peterson thanked Ms. Dixon and wished her the best in her new journey.

COMMENTS OF THE BOARD

Boardmember Finn thanked Ms. Dixon and is grateful to have been on the board while she was Library Director.

Boardmember Massion complimented Ms. Dixon on her work and the library staff she selected/hired.

Boardmember Kuszmaul thanked Ms. Dixon and her work transforming the library. She commented on the LIT Line-up event and made book recommendations from the list to the board.

Boardmember Springer had no comments.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 7:02 p.m. The next regular meeting is scheduled for Tuesday, May 7, 2019 at 5:30 P.M. at the Council Chambers located at City Hall, 491 E. Pioneer Avenue, Homer, Alaska.

RACHEL TUSSEY, DEPUTY CITY CLERK I

Approved: _____